

ProArt Gets Around

ProArt electronic graphics get around. They pop off the page of a newsletter. Jump off a community calendar. They've been spotted on sports programs, church bulletins and sandwich shop menus. ProArt works perfectly for Christmas cards, business cards and letterheads.

ProArt is as attractive as it is versatile. Professionally rendered, ProArt illustrations are available on floppy disk and CD-ROM. For use with your Apple® Macintosh® or IBM®-compatible computer, ProArt is an extensive library of easy-to-use original artwork in PostScript® format.

ProArt is available in the following nine categories (each category contains 100 graphics!):

Trilogy 1: • Business
• Holidays
• Sports

Trilogy 2: • Borders & Headings
• People
• Food

Trilogy 3: • Religious Images
• Christmas
• Generic Products

Purchase each category separately on floppy disk for \$139, or for only \$375, get the three-pack floppy disk special. Each trilogy is available on CD-ROM for \$375.

Business News NEWS
MARCH 1990 VOLUME 51 NUMBER 2
Picking Up the Ball and Running With It

Clearance Countdown
Giant-screen TV on screen men! simplified tunin' remote control surround-sound speakers and a timer.
\$269.00

Holiday Fashion Show and Sale
Look your best this holiday season in a new outfit from North Gate Mall!

Community League Baseball Program

Meet the Team

Sports Collection

A Message from the Church in the Woods
Mount Pleasant Methodist Church • December 25, 1989
Children's Choir

Quinn's Quilt Shop
Marjorie Quinn, Proprietor

GRACIE'S SANDWICH SHOP
1520 Plaza Drive
Peoria, IL 61614
668-8158

SANDWICHES

	PRICE	PRICE	PRICE
Poor Boy (all meats with choice North Italian, American cheese and lettuce)	\$2.75	\$3.75	Regular salad \$1.00
Gracie's Special (all meats with North Italian, Philadelphia cheese and special sauce on an Italian bun)	\$4.25	\$5.25	Golden Salad \$2.95
Sliced Turkey	\$2.95	\$3.75	Chick Salad (dressed with olive oil, chicken, tomato and egg)
Chicken Salad	\$2.50	\$3.95	Pollo Salad (dressed with ranch dressing)
Egg Salad	\$2.50	\$3.95	
Ham and Cheese	\$1.75	\$3.60	
Ham	\$2.00	\$2.75	
BBQ	\$2.00	\$3.60	
Chicago Hot Dog	\$2.50	\$3.50	
Italian	\$1.60	\$3.50	
	\$3.50	\$4.50	
	\$3.25	\$4.25	

SIDES

Potato Chips	\$1.49
Baked Beans	\$1.95
Fruit Compote	\$1.10
Nachos	\$1.00
Cottage Cheese	\$1.70

ProArt
Professional Art Library™

WILLIAMS SERVICES, INC.

Get in on the excitement and benefits of ProArt now. Call us at 1-800-447-1950. Ask about our educational discounts.



MULTI-AD SERVICES, INC.™

For 45 years, Multi-Ad Services, Inc. has provided hundreds of customers—newspapers, radio stations, ad agencies, corporations and manufacturers—with the most advanced and comprehensive retail advertising services available.

Multi-Ad has developed numerous art and layout packages providing unsurpassed versatility and resolution. Some of the products and services provided by Multi-Ad include:



Multi-Ad Creator™. The newest and most revolutionary ad layout package available is Multi-Ad Creator. Multi-Ad Creator combines the flexibility of a drawing program with the power of a page layout program, plus much more. Multi-Ad Creator's unique ad makeup capabilities include free rotation of graphics and text, copyfitting, advanced object drawing and manipulation, controlled duplication of objects, 71 high-resolution PICT borders which can be customized with the Border Editor, "design sheets" with standard ad attributes, Style Models to create and save custom style specifications and apply them to text, 32 bit color separations, and the ability to export PICT files for use in page layout programs.

ProArt
Professional Art Library™

ProArt Professional Art Library™. To meet the demands of corporate communication departments and ad agencies, Multi-Ad offers ProArt art collections. On CD-ROM or floppies, ProArt is also available in both Mac and PC formats. The art is perfect for spicing up newsletters, ad campaigns and comprehensive presentations, and can be manipulated by using an illustration program, such as Illustrator™ or FreeHand™.

MULTI-AD TYPE
factory

Multi-Ad Type Factory™. In June, 1990, at the American Newspaper Publishers Assn. (ANPA), this product was introduced. Consisting of more than 1400 of the most used and requested typefaces in the world, Multi-Ad Type Factory will be distributed on CD-ROM. It will contain an unlocking mechanism that will allow users to obtain only those faces they desire. The user will receive the CD-ROM for the cost of one typeface. Additional faces can be acquired with a phone call and credit card. All typefaces are PostScript® and utilize Adobe's ATM for clear on-screen representation.

Multi-Ad Services began in 1946, and is an ESOP, or employee-owned, company. It employs 322 people full time with the corporate office located in Peoria, Illinois; sales offices located in Irvine, California; Detroit, Michigan; Longueuil, Quebec; and a Training & Development Center (TDC) in Minneapolis, Minnesota.

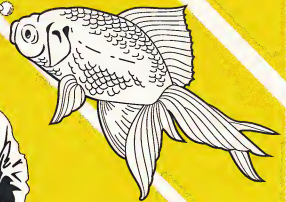
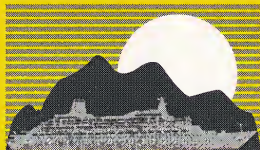
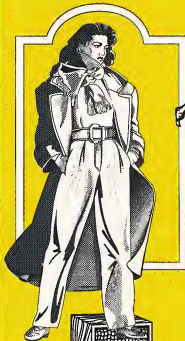
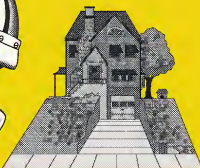
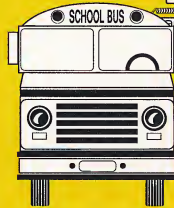
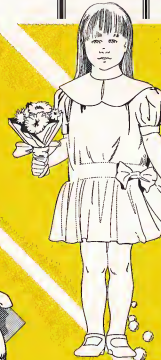
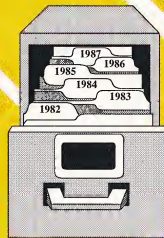
Corporate Office
1720 W. Detweiller Drive
Peoria, IL 61615-1695
Phone (309) 692-1530

Western Office
23591 El Toro Rd./Suite 160
El Toro, CA 92630
Phone (714) 455-0850

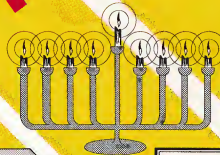
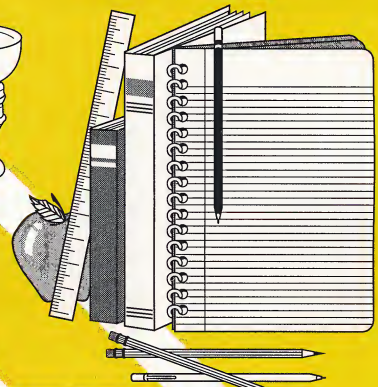
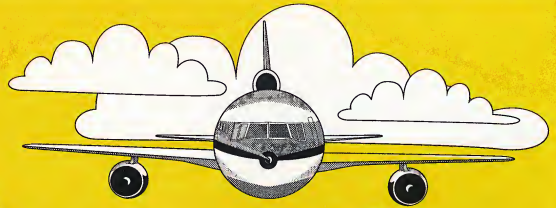
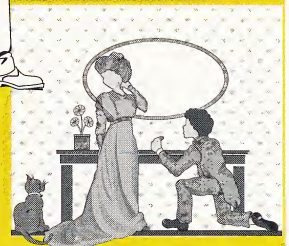
Detroit Office
26677 W. 12 Mile Road
Southfield, MI 48034
Phone (313) 354-0928

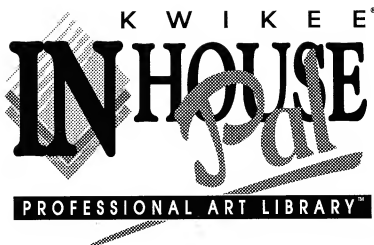
Canadian Office
2360 Marie-Victorin E / Suite 104
Longueuil, Quebec J4G1B5
Phone (514) 651-8110

POPOURRI



Easter Services





PROFESSIONAL ART LIBRARY

designed for PostScript® publishing systems

KwikEE® INHOUSE Pal Professional Art Library™ is an exciting collection of quality PostScript art designed by professionals to help you enhance presentations, newsletters and publications of all kinds. Available on CD-ROM and floppy disk sets.

The Potpourri collection contains over 300 images in 12 categories. This represents a valuable addition to any desktop system.

The 12 categories include:

- * ANIMAL KINGDOM
- * CAREERS
- * FOOD
- * HOLIDAYS
- * PERSONAL STYLE
- * SPORTS
- * AROUND THE HOUSE
- * EDUCATION
- * HEARTS & FLOWERS
- * LEISURE TIME
- * RELIGIOUS SUBJECTS
- * VACATION

Pal is compatible with the major page composition and ad layout software packages: Multi-Ad Creator,™ Aldus PageMaker,® Letraset's Ready, Set, Go!™ and Quark XPress®. Bring it into Adobe Illustrator® to flop, rotate, redesign or add to illustrations.

System Requirements

- Apple® Macintosh®: Requires Macintosh Plus or higher with software supporting EPS art.
- IBM® PC: Requires PC or compatible with software supporting EPS art.
- Printer: PostScript compatible.

To order, call:

800-447-1950

Or send order form to:

**Multi-Ad Services, Inc.
1720 W. Detweiller Dr.
Peoria, IL 61615-1695**

Here is my order!

Company Name _____

Attn. _____

Address _____

City _____ State _____ ZIP _____

Apple® Macintosh®:

_____ CD-ROM (\$149.95)

_____ 3.5"-format floppy disk set (\$189.95)

IBM PC or Compatible:

_____ CD-ROM (\$149.95)

_____ 5.25"-format floppy disk set (\$189.95)

Add \$4.00 for shipping and handling charge.

_____ check enclosed

_____ C.O.D.

_____ credit card

credit card # _____

exp. date _____

We accept MasterCard and Visa

All prices are U.S. dollars.





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Direct From The Factory



Introducing—Mult

The largest selection of typefaces available.

You choose from over 1,400 familiar faces as Type 1 Macintosh® fonts. From text to script, black-letter to display, you won't believe the variety. Type Factory has far more faces than any other PostScript® foundry.

1400

Over 1,400 different typefaces are now shipping from The Type Factory. Not just "announced"—but shipping right now!

Production of the finest quality.

"Right as rain" was one reaction to our cut of Bauer Bodoni™. High quality was reached because the master was based on original art from Fundición



Not all PostScript foundries are authorized to label typefaces with this emblem. The Type Factory offers virtually the entire ITC Collection—all bearing this hallmark.

Tipografica Neufville, owner of Bauer Type Foundry. Designs from major sources like ITC® and Monotype™ and fine-quality smaller houses such as Haas and Firma Johannes Wagner are all available in Type Factory. The master data for many fonts has been approved by the designer or source foundry.

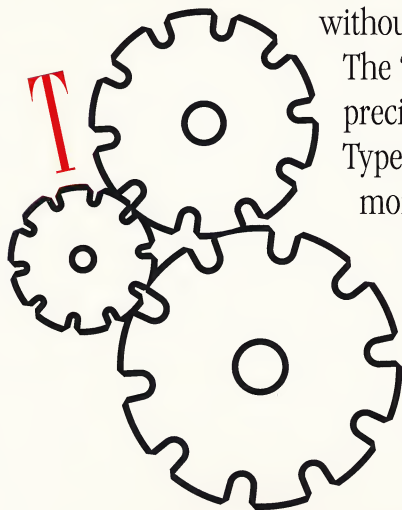
The ITC fonts are of exceptional standards. The provider of digital masters to ITC is URW. Each ITC character is reviewed and approved by ITC personnel in New York. The Type Factory takes the approved masters and converts them directly to PostScript, without alteration.

Sharp looks! Hot off the press.

Type Factory has the sharpness of the original design. Fonts start with master IKARUS data, digitized on a grid 15,000 by 15,000 units square.

These masters are directly converted to PostScript without alteration or "regularizing."

The "point on curve" data is so precise that each letterform from Type Factory offers about 25% more data than other PostScript fonts. All these features provide you with fonts that are faithful to the original designs. Subtleties of each character are intact . . . at 5 point or 1500 point.



i-Ad Type Factory™

Complete families, full kerning tables.

You can have all the typefaces of families, not just a few. Like 9 Perpetua® . . . 14 ITC Avant Garde Gothic® . . . and 22 Univers™ faces.

Some foundries think that 200 or less kerning pairs are adequate. The Type Factory ships fonts with 400 pairs or more. This text you are reading was set with no manual kerning. What you see is what you get—beautifully proper type with little or no manual adjustment, saving hours of your valuable time at deadline.

Looking for the complete ITC Garamond® family? You just found it in fine PostScript Type 1 fonts from The Type Factory!

Light Book **Bold**
Ultra *Light Italic*
Book Italic **Bold**
ItalicUltraItalic
Light Condensed Book
Condensed **Bold Con**
densed Ultra Con
densedLightCondensed
Italic Book Condensed
Italic Bold Con
densed Italic Ultra
Condensed Italic

Display fonts make your ads come alive!



The Type Factory catalog with full alphabet display comes free with every Type Factory CD-ROM.

Headlines. Subheads. Titles. Prices. Multi-Ad Type Factory offers a wide variety of display fonts to make your ads stand out. The Type Factory catalog offers full alphabet display on every typeface to take the guesswork out of choosing a face to fit your particular needs. One simple phone call can put more than 1,400 of the most used and requested typefaces in the world at your fingertips. And now they're available on CD-ROM!

Immediate Delivery!

It's simple to order Type Factory and receive your fonts. Just choose the typefaces you wish to order and call our toll-free order line. We'll provide you with the information to unlock the fonts you choose, and you can begin using your typefaces immediately! Take advantage of the largest selection and the finest quality fonts available and order today—direct from Multi-Ad Type Factory.

1-800-447-1950

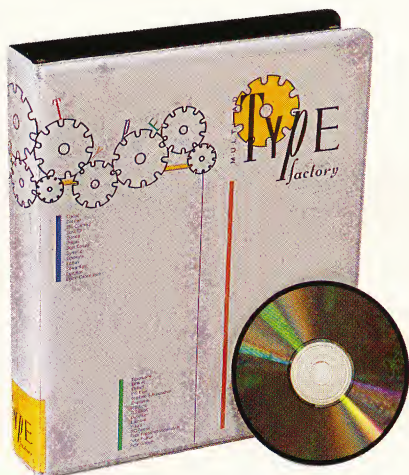


Macintosh is a registered trademark of Apple Computer, Inc. PostScript is a registered trademark of Adobe Systems Incorporated. Bauer Bodoni is a trademark of Fundicion Tipografica Neufville S.A. ITC, ITC Eras, ITC Avant Garde Gothic and ITC Garamond are registered trademarks of International Typeface Corp. Monotype and Perpetua are registered trademarks of Monotype Corp., plc. Univers is a trademark of Haas'sche Schriftgiesserei.

Y p E

Order Multi-Ad Type Factory™ and receive a FREE font!

Receive the Multi-Ad Type Factory catalog and CD-ROM, which includes one free font, for only \$10.00! The Type Factory catalog has a full alphabet display of each font for your convenience. With over 1,400 different fonts to choose from, you're sure to find something for all your advertising needs!



***Simply fill out,
fold and seal this
postage-paid form,
or call 1-800-447-1950
today!***

Name _____

Title _____

Company/Newspaper _____

Street Address _____

City/State/ZIP _____

Phone _____

Send payment of \$10.00 with this order form.

☐ Check

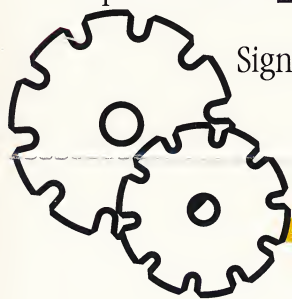
☐ VISA

☐ MasterCard

Credit Card No. _____

Expiration Date _____

Signature _____



***Order Multi-Ad Type Factory™
and receive a FREE font!***



MULTI-AD

T
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factory™

Fold Here

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO. 894 PEORIA, IL
POSTAGE WILL BE PAID BY ADDRESSEE



MULTI-AD SERVICES, INC.™

**ATTN: KATHLEEN SELIGMANN
P.O. BOX 786
PEORIA, IL 61652-9983**



MULTI-AD

TYPE *factory*TM

Type Factory
is a product of
Multi-Ad Services, Inc.
1720 W. Detweiller Drive
Peoria, IL 61615-1695
Phone Toll Free (800) 447-1950



Multi-Ad Creator™ *Electrifies* Ad Design



Put More Than a Spark in Your Layouts.

Multi-Ad Creator is taking the world of electronic ad design by storm. Tailored especially for the display ad designer who uses an Apple® Macintosh® computer, Multi-Ad Creator excels in all areas of ad layout.

Multi-Ad Creator offers a unique combination of features you won't find anywhere else. You'll soon be wondering how you ever designed ads without them. Multi-Ad Creator combines the power of a drawing program with a page layout program plus much more. You get the best of both worlds with Multi-Ad Creator.

Not Just Superior Features— Expertise, Too!

To ensure you get the most out of Multi-Ad Creator, we offer several exciting advantages.

- **FREE** technical support via our 800 number. We're ready to help with any questions or problems you may have.

- **FREE** software updates for an entire year.

- An extensive Help Stack with lots of shortcuts and tips.

- Our Training and Development Center, located in Bloomington, MN, houses both our technical support staff and our programmers. They work together to make Multi-Ad Creator the best possible ad layout program for you.



Multi-Ad Creator™

**Ads
Made
Easy**

Wrap text inside
or outside
a graphic
element.

Enhanced Drawing Capabilities

Multi-Ad Creator is bursting with new drawing capabilities for your ads. Bypass the inconvenience of closing out one program to get to another for drawing capabilities. Multi-Ad Creator enables you to quickly draw that mortice or simple graphic as quick as you can click a mouse.



Not only do you have freehand drawing capabilities, when you reshape an open or closed polygon, freehand line or starburst (or other "regular polygon") you can drag to

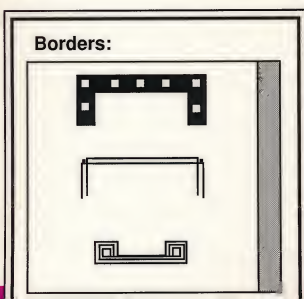


reshape or drag a new handle.

When reshaping, you can create smoothed line segments and unsmoothed line segments. Editing is quick and convenient.



For even more versatility, use the Drop Shadow feature. While other programs require time-consuming multiple-step procedures, Drop Shadow lets you almost instantly achieve the effect you want. Choose which side to dropshadow and how much it is to be offset. Fill the drop shadow any shade, color or design.



You'll also discover a selection of 71 pre-defined borders, to which you

can assign any color you like. To make working with borders easier, a new Border Editor application is free to all registered Multi-Ad Creator users. Border Editor gives you the flexibility to customize the provided borders to your specifications.

Exciting Special Text Effects

Multi-Ad Creator gives you just about every text-formatting option imaginable. No need to use a word-processing or special graphics program when you have Multi-Ad Creator.

CUSTOM-FIT DASH-ER Polyester carpet & velour. Available by special order only. REGULAR OVER 39.95.



CUSTOM FIT DASH COVER Polyester carpet or velour. Available by special order only. REGULAR OVER 39.95 10% OFF

Use Style Models to create and save custom style specifications, and apply them to selected or placed text.

Multi-Ad Creator works as a super production tool when you employ Style Model editing with tags. This simple tool, unique to Multi-Ad Creator, cuts valuable minutes off the time it takes to make edits in auto, grocery or other ads that feature several prices. Other programs call for several time-consuming steps.

You'll be

amazed at the number of special text effects available to you with Multi-Ad Creator. Over forty effects, such as text on an arc, drop shadow, neon, slant and mirage, are ready to jazz up your layouts. Text effects can then be manipulated—resized or rotated, for example—like any piece of artwork. There's no need to be hooked up to a printer to create

and view special text effects on your computer screen.

For headlines in a snap, make copy automatically fit a text block, keeping text proportional or automatically scaling it to the text block. Also, a text block can automatically adjust to space available by wrapping itself inside or outside a graphic element.

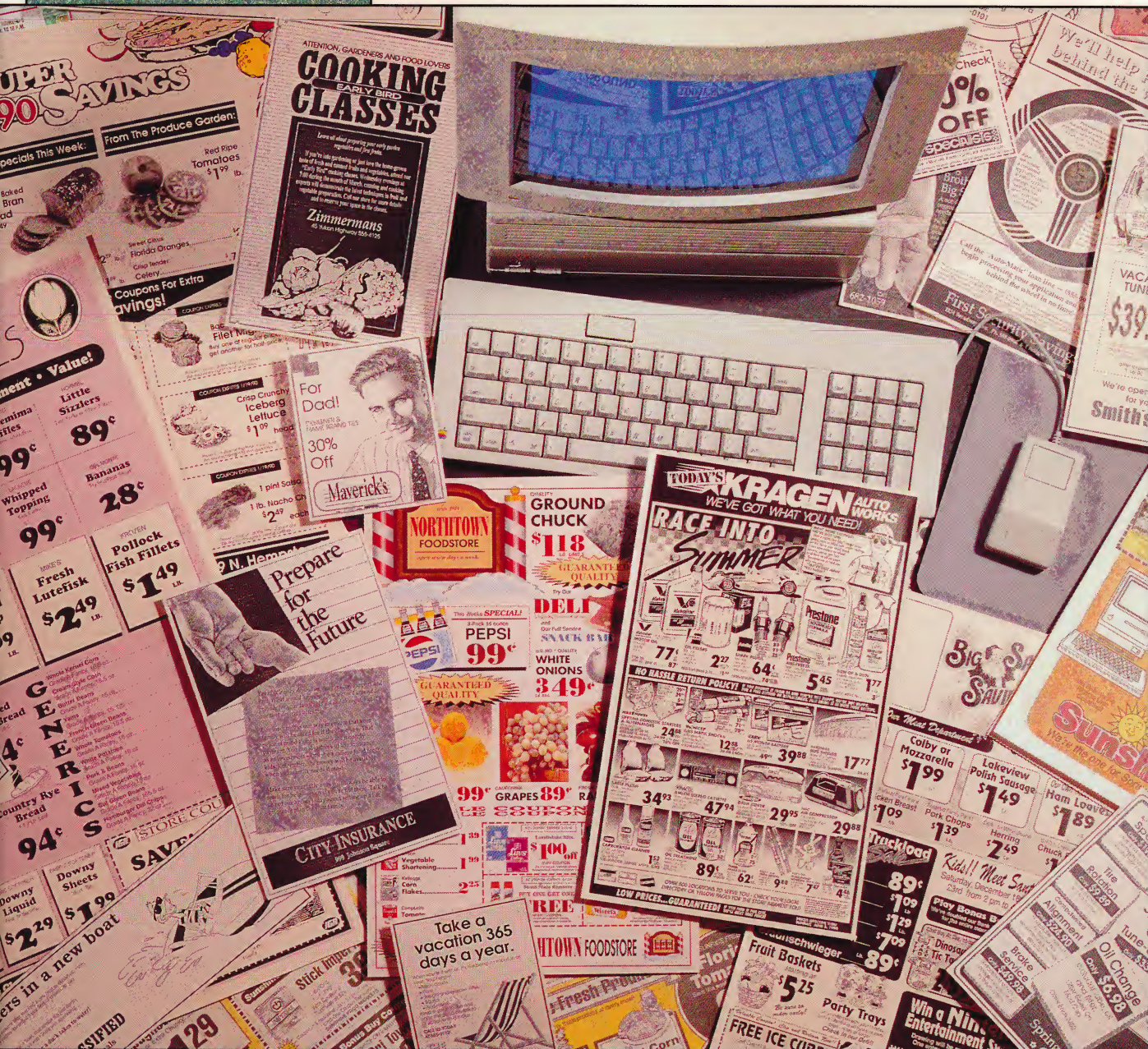


"It's the best ad layout program for newspaper advertising."

—Cynthia Ritter,
New York Daily News

Read what these ad professionals have to say about Multi-Ad Creator:

- "Little did I know that the best was yet to come from Creator."—Dan McKinney, The Kroger Company
- "The program is unbelievably powerful—Multi-Ad Creator provides every option we have asked for, with few exceptions."—Standard Times-Hart Hanks Newspaper
- "Our ads have never looked better since using Creator."—Jerry Christopherson, Sunshine Foods




Multi-Ad Creator™

Technical Specifications

Hardware Requirements

All Apple Macintosh computers with 2 megabytes or more of RAM. PostScript® printer recommended.

General

Maximum page size 48" by 48".
Measurements in inches, picas, points, centimeters, agates or ciceros.
View and edit ad from 25% to 400%.
Status bar.
Ad information.
Keyboard equivalents and shortcuts.

Printing

Spot, process or mixed spot and process separations.
Separate color PICTs.
Undercolor removal.
Gray component replacement.
Print specific or all plates.

Text

Font size 2-256 pts. + 400% scaling.
Leading increments 0.001.
Rotation increments 1 degree.
Manipulate text by dragging.
Copyfit and scaling choices.
Spelling checker.
Acclaimed "Word Finder" thesaurus.
Group text and objects.
Import text into multiple boxes.
Text wrap (inside, outside, around).
Character and Paragraph style sheets.
Style models.
Break text in styled formats.
Fraction formatting.
Quadding.
Kern characters as closely as 1/1000 of an em space.
Raise or lower the baseline from -100% to +100% for each individual character, in increments of 1%.
Scale text horizontally from 30% to 300%.
Discontinuous selection.

Graphics and Drawing Tools

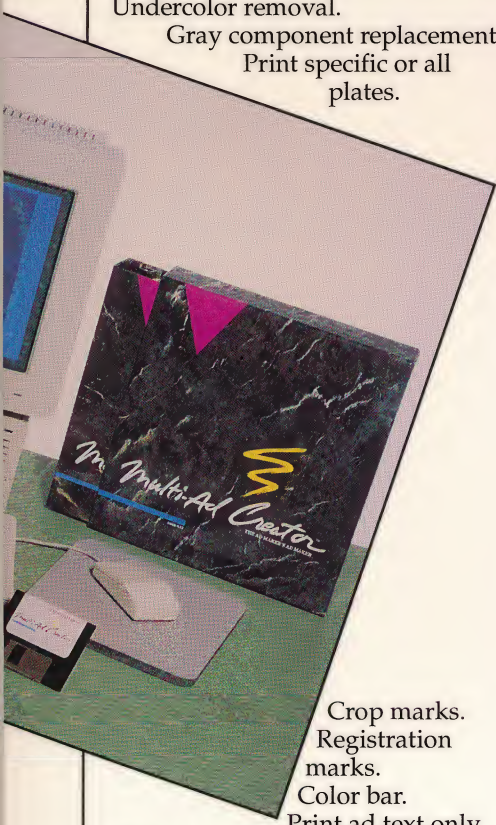
Align or center vertically and horizontally.
Align objects to objects.
Rotation.
Flip horizontally and vertically.
Duplicate multiple with offsets.
Object grouping.
Make matrix.
Lock object.
Drop shadows.
Scale proportionally or non-proportionally.
Custom line types.
Draw starbursts.
Draw polygons.
Reshape polygons.
Smooth polygons.
Object fill.
Shade graphic objects.
Cropping.

Colors

Predefined colors, greys, RGBK and CMYK.
Custom colors.
Color text.
Color objects.
Color (spot) TIFF and PICT art.
Color frames and borders.
PMS color support.
Color separations (TIFF, PICT, EPS)
Apply % shades.

Imports

MacPaint®, Bitmaps, PICT, PICT II, TIFF up to 256 greys including TIFF files produced by MS-DOS® scanners, RIFF, EPS.



Print ad rough information.
Adjust color density, gray screen and print angle.
Tile output.
Custom paper sizes.
Overprint color plates.

Design ads with speed, accuracy and ease. Use Multi-Ad Creator. When it comes to ad layout, Multi-Ad Creator is at your service. For more information contact:

Multi-Ad Training and Development Center
The France Place
Building
3601 Minnesota Drive
Bloomington, MN 55435
1 (800) 228-9151

Corporate Office
1720 W. Detweiller Drive
Peoria, IL 61615
(309) 692-1530
1 (800) 447-1950

Western Office
23591 El Toro Rd.
Suite 160
El Toro, CA 92630
(714) 455-0850

Detroit Office
26677 W. 12 Mile Road
Southfield, MI 48034
(313) 354-0928

Canadian Office
2360 Marie-Victorin E
Suite 103
Longueuil, Quebec
J4G 1B5
(514) 651-8110

Multi-Ad Creator
is a product of
Multi-Ad Services, Inc.

Multi-Ad Creator™ training. It's the last thing you need.



First, congratulations on your decision to purchase Multi-Ad Creator.

Now make another good decision. Sign up for Multi-Ad Creator training.

Maybe you're thinking, "Training? Isn't this a superbly designed, easy-to-use Macintosh® program? Why do I need training?"

Why? Because time is money.

Sure, you could probably figure out most everything about Multi-Ad Creator sooner or later.

You might not *completely* fathom the ins and outs of text formatting, or powerful features like color separations and Style Models and multiple layouts, but you'd get most of it . . . in time.

Unfortunately, time truly *is* money. Money lost while you're trying to figure out this amazing tool. Money lost when you work at less than top efficiency. And less than top speed.

There's a better way. Give us three days, and we'll give you the best training possible. You'll learn from top-notch instructors in a modern, fully equipped classroom. Want details? They're on the back.

At the end of training, you'll have a diploma. Suitable for framing. And something far, far better: the skill and knowledge to do your job fast and well. Day after day.

Multi-Ad Creator training.

It really is the last thing you need.

Return the card below
or call 800-228-9151



Yes! I'm interested in Multi-Ad Creator training.

Name _____

Title _____

Company/Newspaper _____

Address _____

City/State/ZIP _____

List any software that you are currently using _____

Details, details.

Where and when

Multi-Ad Creator training is held each week at our Minneapolis Training and Development Center. The 3-day Creator class begins Tuesday morning and ends late Thursday afternoon. We provide the classroom, instructor, Apple® Macintosh® computers for each student and all other equipment.

Cost

\$750 for the 3-day course and all class materials. Students pay transportation, lodging and meals.

Getting here

Arrange your own transportation, or allow us to handle your transportation needs. We've selected Travel Agents International of Minneapolis—an excellent travel agency—to work with Creator students. Just call Morgan Anderson or Mary Lou Pfaff at 612-926-2333. They'll arrange for flights, lodging, and handle any special needs or requests you might have.

Where to stay

Our training center is near many excellent hotels. Although you may stay wherever you wish, we've negotiated special room rates at select nearby hotels. Truly great deals, in all price ranges. And we provide transportation to and from your lodging each day. Call us for more details.

What to bring

Nothing special. We provide everything. In fact, we'll even send you a complimentary copy of "Inside the Apple Macintosh"—the best general introduction to the Macintosh—when we receive your deposit. So Macintosh novices can bone up before class. And Mac experts can learn new tricks.

What to do

Besides class? Just wait. You'll also receive a packet that details some—just some—of the things to do in Minneapolis and St. Paul. Go to the zoo, shop at Saks, spend a night at the track, hang out by a lake, take in a ballgame, or go to the fair. Or much, much more. You've gotta have fun too, right? (And with the room rates we've negotiated, it won't cost much more to bring the family.)

On-site training

We can also provide training at your site. The cost is \$1,000 a day (or \$3,000 for the 3-day Creator training course), plus the trainer's transportation and expenses. We'll also be happy to meet custom course requirements.

How to arrange for training

Return this card or just call 1-800-228-9151 and ask for the Training Division. We'll take it from there.

Apple and Macintosh are registered trademarks of Apple Computer, Inc.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO 894 PEORIA, IL

POSTAGE WILL BE PAID BY ADDRESSEE

MULTI-AD TRAINING AND DEVELOPMENT CENTER

France Place Building
3601 Minnesota Drive
Bloomington, MN 55435



More Electrifying Ideas From Multi-Ad Services

You
can
have
it
all...

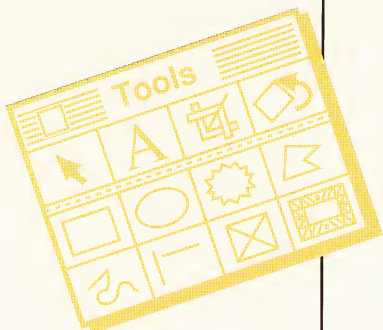
Introducing *Retail* Electronic Art Department

...and more!

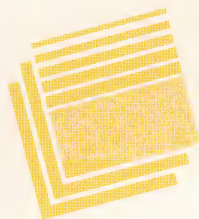
Multi-Ad Creator™
*is creative
software that puts
you in charge of
your layouts.*

Enhanced drawing capabilities and special PostScript® text effects allow Multi-Ad Creator to transform your desktop into an ad production center. Other unique capabilities include:

- Free rotation of text and graphics
- Style models
- Automatic copyfitting
- Toll-free 800 number for technical support
- Free software updates for one full year



Multi-Ad Creator™



Ad-Builder®
General brings
*retail advertising
off the drawing
board and onto
your computer
screen.*

Ad-Builder General is now the most comprehensive general art service available. With 60 pages packed full of both seasonal campaigns and general year-round art and frames, you're sure to find the perfect artwork to complement any layout or design! Special features include:

- Wide range of art styles
- Complete selection of art elements, borders, headings and demo ads
- Extensive generic art and meat and produce library
- Easy indexing system
- Special instructional booklets
- Available on CD-ROM or in printed proof book format



The Kwikiee®
Illustration System
*will answer all
your product art
needs.*

Kwikiee art on compact disc is the most complete system available in the world of retail advertising. Used by over 500 manufacturers worldwide, the Kwikiee Illustration System is backed by 40 years of product art experience. The Kwikiee Illustration System includes:

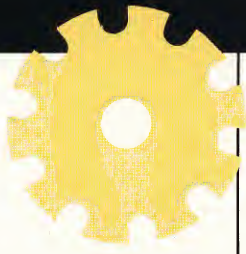
- A wide variety of name-brand products—from baby food to beverages to health and beauty aids
- Printed alphabetical index
- All artwork is saved in EPSF format, which is supported by most major page and ad layout programs



COMPACT
disc
DIGITAL DATA

Kwikiee® 
illustration system

**RETAIL
ELECT
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Let Multi-Ad Search™ save you time in locating those elusive files.

The newest image cataloging and retrieval software system available, Multi-Ad Search will catalog, manage and manipulate Macintosh®-based graphics. Users can create and customize image catalogs for their individual needs. Special features include:

- Multi-user capabilities
- Five levels of search criteria allowing users to search by any combination of volume, file type, keyword, file name or expiration date
- EPSF, TIFF, RIFF, PICT™ and MacPaint® file format support
- Multiple window capabilities
- Advanced on-line HyperCard®-based help stack

MULTI-AD
SEARCH


**RONIC
MENT**

**Direct from the
factory—Multi-Ad
Type Factory™.**

With over 1,400 text and display typefaces to choose from, you're sure to find just the right type for your advertising needs. Multi-Ad Type Factory fonts are specially crafted to maintain the sharpness of the original design. The Type Factory ships on CD-ROM with one free font and the Type Factory catalog. Additional fonts can be easily ordered by phone. Take note of these special features:

- Complete typeface families and full kerning tables
- A wide variety of both text and display faces
- Full alphabet catalog display
- Immediate delivery on additional fonts—order additional fonts by calling our toll-free order line, and we will provide you with the information to unlock the fonts you choose

MULTI-AD
TYPE
factory™

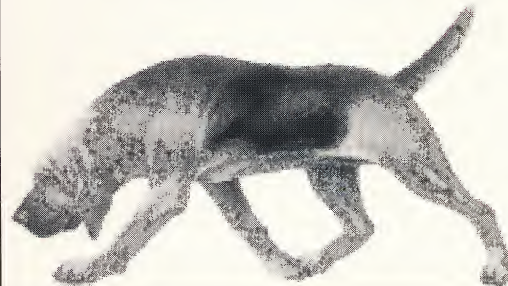



NEC's commitment to CD-ROM technology gives you the most reliable and efficient solution to your information needs.

Improved seek times and faster data transfer rates make NEC CD-ROM drives a top choice for tight production schedules. The NEC can be positioned either vertically or horizontally to make the most efficient use of desk space. NEC drives feature:

- Multiple hardware and system compatibility
- Industry-standard data cartridge
- Switchable power supply
- Three-year warranty
- NEC drives ship with their own software

NEC



**All products in the Retail Electronic Art
Department are products of
Multi-Ad Services, Inc.
1720 West Detweiller Drive
Peoria, IL 61615-1695
(800) 447-1950, ext. 403**

**RETAIL
ELECTRONIC
DEPARTMENT**



PostScript is a registered trademark of
Adobe Systems, Inc.
Macintosh and HyperCard are registered
trademarks of Apple Computer, Inc.
MacPaint is a registered trademark of
Claris Corporation.
Multi-Ad Creator, Multi-Ad Search and
Multi-Ad Type Factory are trademarks of
Multi-Ad Services, Inc.
Ad-Builder and Kwikkee are registered
trademarks of Multi-Ad Services, Inc.

You Can Have It All...

RETAIL ELECTRONIC DEPARTMENT

**Yes, you can have it all—
with Multi-Ad's *Retail Electronic Art Department!***

Introducing **Retail Electronic Art Department**, an outstanding collection of graphics, typefaces and software designed especially for the retail advertising environment. The *Retail Electronic Art Department* contains everything you need to quickly and easily produce professional-looking ads and layouts.

Create your ad in **Multi-Ad Creator™**, and transform your desktop into an ad production center. Import artwork from **Ad-Builder® General**. With over 60 pages packed full of both seasonal campaigns and general year-round art and frames, you're sure to find the perfect artwork for any ad. Place product illustrations with the **Kwikee® Illustration System**. Used by over 500 manufacturers worldwide, the Kwikee Illustration System provides quality illustrations for a wide variety of name-brand products. And **Multi-Ad Type Factory™** offers over 1,400 text and display typefaces to choose from. Access information on compact disc via **NEC's CD-ROM drive**. Improved seek times and faster data transfer rates make NEC drives a top choice for tight production schedules.

Also included in the *Retail Electronic Art Department* is **Multi-Ad Search™**, the newest image cataloging and retrieval software system available. Let Multi-Ad Search save you time in locating those elusive files.

To find out how *you* can have it all, simply fill out and return the postage-paid reply card below, or call

1-800-447-1950, ext. 403



Yes! I want it all!

Please send me more information on the *Retail Electronic Art Department*, or have someone call me today!

RETAIL
ELECTRONIC
DEPARTMENT

Name _____

Company _____

Street Address _____

City _____ State/ZIP _____

Telephone _____

Please send me more information on the following individual products: _____

Do you currently use a computer system for ad production? ☐ Yes ☐ No ☐ No, but plan to in the future.

What type of system do you use? _____

What type of software are you currently using? _____

More Electrifying Ideas From Multi-Ad Services

RETAIL ELECTRONIC DEPARTMENT

Dear Valued Customer,
For 44 years, Multi-Ad Services, Inc., has provided hundreds of customers—retail advertising departments, printers, newspapers and ad agencies—with the most advanced and comprehensive retail advertising services available. We understand the needs and challenges of retail advertising production.
Using state-of-the-art Apple® Macintosh® computers and the latest technology for electronic page composition, Multi-Ad has developed numerous graphics collections and several outstanding software programs. We are now pleased to be able to offer a collection of these services as Multi-Ad's *Retail Electronic Art Department*.

- Multi-Ad Creator™ —a creative page layout software program developed especially for retail ad makeup and design.
- Ad-Builder® General—the most comprehensive general art service available on state-of-the-art CD-ROM or in printed proof book format.
- Kwikkee® Illustration System—the most complete name-brand product art system available in the world of retail advertising.
- Multi-Ad Search™ —the newest image cataloging and retrieval software system available designed to manage and manipulate Macintosh-based graphics.
- Multi-Ad Type Factory™ —a collection of over 1,400 text and display typefaces on CD-ROM.
- NEC CD-ROM drive—a top choice for the fast-paced production schedules of retail advertising.

Fill out the postage-paid reply card below to find out more about Multi-Ad's *Retail Art Department*, or if you prefer, call us toll-free at 1-800-447-1950, ext. 403.

Sincerely,

Fred Prager
Fred Prager



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO. 894 PEORIA, IL

POSTAGE WILL BE PAID BY ADDRESSEE



MULTI-AD SERVICES, INC.™

**ATTN: FRED PRAGER
P.O. BOX 786
PEORIA, IL 61652-9983**



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